

earliest childhood, give him his outfit of ideas, faiths, and tastes, and lead him into prescribed mental processes. They bring to him codes of action, standards, and rules of ethics. They have a model of the man-as-he-should-be to which they mold him, in spite of himself and without his knowledge. If he submits and consents, he is taken up and may attain great social success. If he resists and dissents, he is thrown out and may be trodden under foot. The mores are therefore an engine of social selection. Their coercion of the individual is the mode in which they operate the selection, and the details of the process deserve study. Some folkways exercise an unknown and unintelligent selection. Infanticide does this (Chapter VII). Slavery always exerts a very powerful selection, both physical and social (Chapter VI).

171. Instrumentalities of suggestion. Suggestion is exerted in the mores by a number of instrumentalities, all of which have their origin in the mores, and may only extend to all what some have thought and felt, or may (at a later stage) be used with set intention to act suggestively in extending certain mores.

Myths, legends, fables, and mythology spread notions through a group, and from generation to generation, until the notions become components of the mores, being interwoven with the folkways. Epic poems have powerfully influenced the mores. They present types of heroic actions and character which serve as models to the young. The *Iliad* and *Odyssey* became text-books for the instruction of Greek youth. They set notions of heroism and duty, and furnished all Greeks with a common stock of narratives, ideas, and ideals, and with sentiments

which everybody
knew and which could be rearoused by an allusion.
Everybody
was expected to produce the same reaction under
the allusion.
Perhaps that was a conventional assumption, and
the reaction
in thought and feeling may have been only
conventional in
many cases, but the suggestion did not fail of its
effect even
then. Later, when the ideals of epic heroism and
of the old
respect for the gods were popularly rejected and
derided, this
renunciation of the old stock of common ideas and
faiths marked